## **ORDER**

Orders	Order / Rev:	106602	_	
	Alt Order #:	06852462	_	
	Product Desc:	JOE HECK 4 CONGRESS	_	HD
	Estimate:	2690	_	KSNV
	Flight Dates:	09/17/12 - 09/30/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/14/12 / 10/02/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:		- Billing Type:	Cash
	Billing Contact:		- Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Heck, Joe for Congress	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,275.00	\$29,133.75

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,275.00	\$29,133.75	0.00
Totals	57	\$34,275,00	\$29,133,75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	30%	\$34,275.00
Market	100%	\$114,250.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$34,275.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$34,275.00
KTUD	0%	\$0.00
KVVU	10%	\$11,425.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

L	n Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots	Rate Pri	Rtg Type \$	Spots	Amount
Ε	1 KSN	V 09/17/1	2 09/27/12	M-F 6-7a WakeUp w	/Wa <b>G</b> M	6-7a	МГWГ	:30	4	\$450.002	0.00 NM	8	\$3,600.00
				M-F 6-7a WakeUp w	//Wagners								
	NEW	S											
	5	Start Date	End Date	Weekdays Sr	oots/Week	Rate	Rating						
	Week: (	09/17/12	09/23/12	МГWГ	4	\$450.00	0.00				ı		

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Order / Rev: 106602 Advertiser: Heck, Joe for Congress

Alt Order #: 06852462 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 09/17/12 - 09/30/12 Estimate: 2690

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/17/1	2 09/27/12	M-F 6-7a WakeU		6-7a	MTWT	:30	4	\$450.002	0.00 NM	8	\$3,600.00
NEWS			M-F 6-7a WakeL	Ip w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWT	4	\$450.00	0.00						
Week: 09/2 E 2 KSNV		09/30/12	MTWT Today Show	CM	\$450.00 658a-9am	0.00 MTWTF	:30	5	\$550.002	0.00 NM	10	\$5,500.00
L Z KONV	03/17/1	2 03/20/12	Today Show	Civi	0504-94111	IVII VV I I ·	.50	J	ψ330.00 2	O.OO INIVI	10	ψ5,500.00
TODAY			•									
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	Rating 0.00						
Week: 09/		09/23/12	MTWTF	5	\$550.00 \$550.00	0.00						
E 3 KSNV	09/17/1	2 09/28/12	M-F Early News	CM	5-630p	MTWTF	:30	5	\$725.002	0.00 NM	10	\$7,250.00
NEWO			M-F Early News									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTF	5	\$725.00	0.00						
Week: 09/2		09/30/12	MTWTF	5	\$725.00	0.00						
E 4 KSNV	09/17/1	2 09/28/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	M- W- F	:30	3	\$725.002	0.00 NM	6	\$4,350.00
WHEEL	_		M-F Wheel of Fo	rturie								
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09/	—	09/23/12	M- W- F M- W- F	3	\$725.00	0.00						
Week: 09/2 E 5 KSNV		09/30/12	FacetoFace/Rals		\$725.00 730-758pm	0.00 MTWTF	:30	5	\$400.002	0.00 NM	10	\$4,000.00
2 0 110111	00/11/1	2 00/20/12	Face to Face w/	•	700 700piii		.00	Ŭ	Ψ100.002	0.00 14111		ψ 1,000.00
	O FACE											
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00						
Week: 09/2		09/30/12	MTWTF	5	\$400.00	0.00						
E 6 KSNV	09/17/1	2 09/27/12	M-F News 3 at E		11pm-1135	om MTWT	:30	4	\$750.002	0.00 NM	8	\$6,000.00
NEWS			M-F News 3 at E	leven								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	<u>ΜΓWΓ</u>	4	\$750.00	0.00						
Week: 09/2		09/30/12	MTWT Sa-Su News 3 at	FlorenCM	\$750.00	0.00 omSS	.20		Ф750 00 Q	0 00 NM	,	¢4 500 00
E 7 KSNV	09/22/1	2 09/30/12	Sa-Su News 3 at		11pm-1135ր	om55	:30	2	\$750.002	0.00 NM	2	\$1,500.00
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/ Spot Ch	17/12 Date Ra	09/23/12 Inge D	escription		\$750.00 t/End Time	0.00 V	Veekdays	Len	ath Rate	Rtg Type		
			a-Su News 3 at El		n-1135pm	_	SaS		:30 <del>(\$750.00)</del>			
_	resolved		ELNOT AVAILABL	E DATE								
i.N0 Week: 09/2		09/30/12	E] NOT AVAILABL SS		\$750.00	0.00						
Spot Ch	Date Ra	nge D	escription	Star	t/End Time		Veekdays_	Len	gth Rate	Rtg Type		
		2-09/30/12 S	a-Su News 3 at El	even 11pr	n-1135pm	-	SaS	u :	:30 <del>(\$750.00)</del>	0.00 NM		
_	resolved	I ARI F RAT	E] NOT AVAILABL	FRATE								
			Saturday Today	CM	7a-9am	S-	:30	1	\$225.003	0.00 NM	1	\$225.00
_ 0	00/22/	_ 00/_0/	Saturday Today	· · · ·		٥	.00	•	Ψ==0.000	0.00		Ψ==0.00
SAT TO	_					5						
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	Weekdays S-	Spots/Week	Rate \$225.00	Rating 0.00						
Week: 09/2	24/12	09/30/12	S-	1	\$225.00	0.00						
	Date Ra		escription		t/End Time	<u>v</u>	<u>Veekdays</u>	Len		Rtg Type		
	09/24/12 resolved	2-09/30/12 S	aturday Today	7a-9	am	-	Sa-	- :	:30 <del>(\$225.00)</del>	• U.UU /V///		
		= 5A-6A]										
E 9 KSNV	09/23/1	2 09/30/12	Sunday Today	CM	7a-8am	S	:30	1	\$200.003	0.00 NM	0	\$0.00
			Sunday Today									

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**KSNV** 

Totals

57

\$34,275.00

Order / Rev: 106602 Advertiser: Heck, Joe for Congress

Alt Order #: 06852462 Product Desc: JOE HECK 4 CONGRESS

Flight Dates: 09/17/12 - 09/30/12 Estimate: 2690

Ln Ch Start End Inventory	Code Break Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
SUN TODAY Start Date End Date Weekdays	Spots/Week Rate	Rating			1		
Week: 09/17/12 09/23/12S	1 \$200.00	0.00			i		
Spot Ch Date Range Description	Start/End Time		Weekdays Length		Rtg Type		
1 KSNV 09/17/12-09/23/12 Sunday Today	7a-8am		Su :30	<del>(\$200.00)</del>	0.00 <i>NM</i>		
Unresolved [.NOT AVAILABLE RATE] NOT AVA	I ARI E DATE						
Week: 09/24/12 09/30/12S	1 \$200.00	0.00			i		
Spot Ch Date Range Description	Start/End Time	0.00	Weekdays Length	Rate	Rtg Type		
2 KSNV 09/24/12-09/30/12 Sunday Today	7a-8am		Su :30	<del>(\$200.00)</del>	0.00 NM		
Unresolved	LADIE DATE						
[.NOT AVAILABLE RATE] NOT AVA	LABLE RATE						
E11 KSNV 09/28/12 09/28/12 Fri 10-11p	CM 10-11pm	F-	- :30 1 \$1,4	400.003	0.00 NM	1	\$1,400.00
Friday Prim	e 10-11pm						
DATELINE							
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12 F	1 \$1,400.00	0.00					
N12 KSNV 09/19/12 09/21/12 Dr. Phil	CM 3-4p	WTF-	- :30 1 \$4	450.00 1	0.00 NM	1	\$450.00
Dr Phil							
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/17/12 09/23/12 WTF	1 \$450.00	0.00					